



# NEWS RELEASE

City of Sedona ▪ 102 Roadrunner Drive ▪ Sedona, AZ 86336

## For Immediate Publication

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## Imagine Sedona – 2020 and beyond – Be part of Sedona’s new Community Plan

Cities and Towns in Arizona are required by state law to have a general plan and to update it at least every ten years. The Sedona Community Plan is our general plan and guides city decisions on future growth and development in the community. Taking a fresh look at the Plan allows us to respond to conditions and priorities that may have changed in the last ten years.

Since the work on a new Sedona Community Plan began last year, much of the feedback from the community has focused on the need to involve more of the community in the planning process, take another look at where we are going as a community and produce a Community Plan that connects with our citizens at all levels. A Citizen’s Steering Committee has been appointed by the Sedona City Council to work with the Planning and Zoning Commission and the community to prepare a Plan that involves our citizens to the greatest extent possible in defining our vision for the future.

The Citizen’s Steering Committee is inviting everyone to attend one of two community events to find out why the Community Plan is important to Sedona, what we have accomplished as a community, possibilities for the future and how Sedona’s citizens can participate in creating the new Plan. These identical events will be held on Thursday, May 19, 2011 at 7:00 p.m. and on Saturday, May 21, 2011 at 10:00 a.m. at the Sedona Creative Life Center, located at 333 Schnebly Hill Road.

The Citizen’s Steering Committee has named our new planning process “Imagine Sedona - 2020 and Beyond” to emphasize that, while the new plan must cover the next ten years, it should also be relevant beyond that as well. This planning process will be on-going through

2012 and community participation is vitally important as Sedona's citizens will ultimately have the final say in approving the Plan by a public vote in 2013.

The Sedona Community Plan is an active document that has changed over time to address different issues. A few examples:

The original Community Plan, adopted in 1991, placed a great emphasis on preserving our National Forest land. Since the City of Sedona is completely surrounded by National Forest and 49% of the City's land area is also National Forest, the preservation of these lands means that future growth is limited to the existing private and other non-Forest lands within the City. This Community Plan policy laid the foundation for the Forest Service to amend their Plan in 1998 to provide a unique protection of these lands so they could not be traded away.

In 1997, in response to concerns regarding growth, a Citizens Growth Advisory Committee was appointed by the City Council. Their recommendations formed the basis for the first update of the Sedona Community Plan in 1998. This update resulted in a policy to not only limit the land area for future growth, but to "build out" the community that we have, based on the commercial acres and capacity for new homes that existed about the time the original Plan was adopted. Recognizing that growth does not stop at the City's boundaries, the 1998 Community Plan also provided support for the first major regional planning efforts that began in 1998 and resulted in the adoption of the Verde Valley Regional Plan by Yavapai County in 2006.

The current 2002 Community Plan, updated from 1998 was initiated, in part, by new state legislation in 1998 and 2000 called "Growing Smarter". This required the addition of several new "elements" in the Community Plan and a vote of Sedona's citizens to approve the Plan for the first time. This Plan also provided a strong foundation for the re-design and construction of SR 179, the launch of the transit system, the Uptown Enhancement Project and the Accessory Dwelling Unit Ordinance, to name a few.

The Community Plan is about the community and the involvement of the community is vital to the success of the Plan. Let's all work together to build this next great Community Plan.

Please join us on May 19 or 21 to "Imagine Sedona – 2020 and beyond"!

For more information, please visit our website at [www.SedonaAZ.gov/planUpdate](http://www.SedonaAZ.gov/planUpdate) or e-mail, call or write to us:

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Provide us with your e-mail address for timely updates and announcements involving the planning process.